We claim:

1. An intrinsically acentric chromophore compound of a formula

$$D - Ar^1{}_x (X = X)_n Ar^2{}_y - A$$

wherein D is a moiety comprising a plurality of hydrogen donor groups; A is a moiety comprising a plurality of hydrogen-acceptor groups; (-X = X-) is a π-bonded component comprising at least one of carbon and a heteroatom; n, x and y are independently ≥ 0; and x + y is ≥ 1.

2. The chromophore compound of claim 1 of a formula

$D - Ar^1 (X = X)_n Ar^2 - A$.

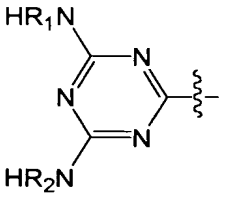
3. A chromophore compound of claim 1 of a formula

$D - Ar^1 (X = X)_n A$.

4. The chromophone compound of claim 1 of a formula

$D (X = X)_n - Ar^2 - A$.

5. The chromophone compound of claim 1 wherein said D comprises a moiety having a structural formula selected from



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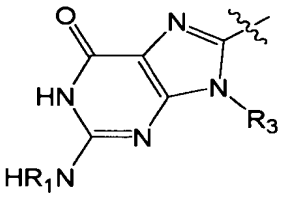
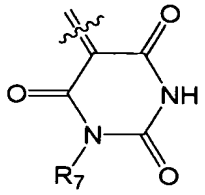


wherein R_1-R_3 are independently selected from hydrogen, electron-donating substituents and electron-withdrawing substituents.

6. The chromophore compound of claim 1 wherein said A comprises a moiety having a structural formula selected from



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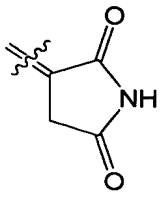
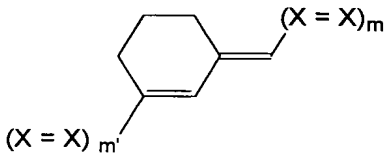


wherein R_7 is selected from hydrogen, electron-donating substituents and electron-withdrawing substituents.

7. The chromophore compound of claim 1 wherein $(-X = X-)_n$ comprises a moiety having a structural formula selected from $(-C = C-)_n$ and

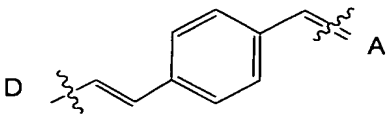


wherein $m + m' \geq 1$.

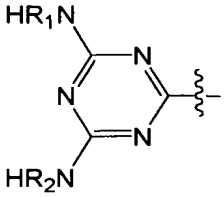
8. The chromophore compound of claim 1 wherein said Ar^1 and said Ar^2 are independently selected from phenyl, benzylidene, pyridinyl, pyrimidinyl, thiophenyl and thiazinyl moieties.

9. The chromophore compound of claim 8 wherein $x + y = 1$.

10. An intrinsically acentric chromophore compound of a formula



wherein D is a moiety having a structural formula selected from



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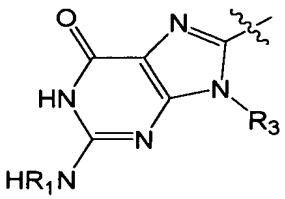
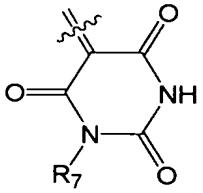


and A is a moiety having a structural formula selected from



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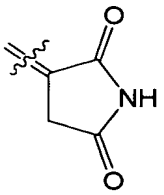
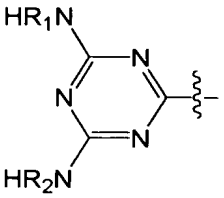
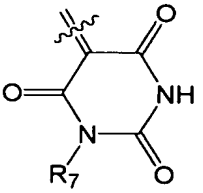


wherein R_1, R_2, R_3 and R_7 are independently selected from hydrogen, electron-donating substituents and electron-withdrawing substituents.

11. The chromophore compound of claim 10 wherein said D comprises a triazin-2-yl moiety of a structural formula



and said A comprises a pyrimidin-2,4,6-trion-3-yl moiety of a structural formula



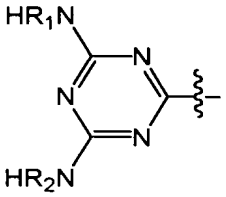
wherein R_1, R_2 and R_7 are H.

12. An intrinsically acentric electro-optic film comprising hydrogen-bonded chromophore compounds of the formula

$$D - Ar^1_x (X = X)_n Ar^2_y - A$$

wherein D is a moiety comprising a plurality of hydrogen donor groups; A is a moiety comprising a plurality of hydrogen-acceptor groups; (-X = X-)is a π-bonded component comprising at least one of carbon and a heteroatom; n, x and y are independently ≥ 0; and x + y is ≥ 1.

13. The electro-optic film of claim 12 wherein said D comprises a moiety having a structural formula selected from



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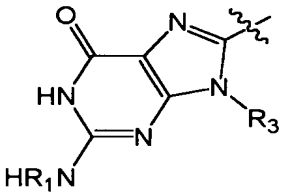
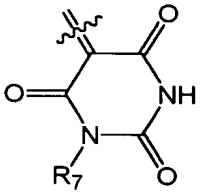


wherein R_1-R_3 are independently selected from hydrogen, electron-donating substituents and electron-withdrawing substituents.

14. The electro-optic film of claim 12 wherein said A comprises a moiety having a structural formula selected from



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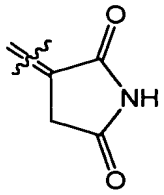
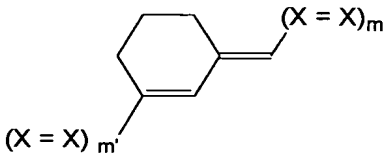


wherein R_7 is selected from hydrogen, electron-donating substituents and electron-withdrawing substituents.

15. The electro-optic film of claim 12 wherein $(-X = X-)_n$ comprises a moiety having a structural formula selected from $(-C = C-)_n$ and



wherein m + m' ≥ 1.

16. The electro-optic film of claim 12 wherein $x + y = 1$.

17. The electro-optic film of claim 12 wherein said film is on a substrate comprising a component selected from a hydrogen-donor moiety and a hydrogen-acceptor moiety, for hydrogen bonding with said chromophore.

18. The electro-optic film of claim 17 wherein said substrate comprises the condensation product of hydroxylated indium tin oxide and an aminoalkyltrialkoxysilane.

19. A method of using hydrogen-bonding for acentric chromophore orientation, said method comprising:

providing a substrate comprising one of a hydrogen-donor moiety and a hydrogen-acceptor moiety;

contacting said substrate with a vapor phase chromophore compound having a first terminal moiety comprising a plurality of hydrogen-donor groups, and a second terminal moiety comprising a plurality of hydrogen-acceptor groups; and

contacting said first chromophore compound with a second said vapor phase chromophore compound, wherein said first and second chromophore compounds are a compound of claim 1.

20. The method of claim 19 wherein said first terminal moiety is selected from the moieties of claim 5.

21. The method of claim 19 wherein said second terminal moiety is selected from the moieties of claim 6.

22. The method of claim 19 wherein said substrate further comprises the condensation product of a hydroxylated portion of said substrate and an aminoalkyltrialkoxysilane, and an melamine moiety, for hydrogen-bonding with said chromophore.